

Jeremiah W. (Jay) Nixon
Governor

David Kerr
Director



Julie Gibson, Director
Division of Workforce Development

Nia Ray, Exec. Director
Missouri Workforce Investment Board

Michael (Mike) Deggendorf
Chair

Missouri Workforce Investment Board

Quarterly Full Board Meeting
Friday, April 1, 2011
10:00a.m.
Governor's Office Building
Jefferson City, Missouri

Members Present: Martha Ellen Black, Fred Bronstein, Alyson Campbell (DSS Designee), Curtis Chick, Steve Coffman (DESE Designee), Don Cook, David Cramp, Ellie Glenn (DHSS Designee), Wayne Feuerborn, John Gaal, Keith Gary (Vice-Chair), Richard Gronniger, Reginal Hoskins, David Kerr (DED Director), Rep. Michele Kratky, Rusty Mollhollon (DHE Designee), Neil Nuttall, Jeanette Prenger, LeRoy Stromberg, Joshua Tennison, Cheryl Thruston, Leonard Toenjes, Kelly Walters

Members Absent: Matt Aubuchon, Garland Barton, Neal Boyd, Cara Canon, Mike Deggendorf (Chairman), Sen. Tim Flook, Zelema Harris, Gil Kennon, George Lombardi, Deborah Price, Lawrence Rebman, Brenda Wrench

MoWIB Staff: Nia Ray, Glenda Terrill and Stacy Castaneda

Other Attendees: Casie Baumann (NEMO), June O'Dell (SE WIB), Lisa Hoestetler (NW WIB), Sherri Rhuems (SW WIB), Bill Dowling (Ozark WIB), Pati Carter (West Central WIB), Melissa Robbins (South Central WIB), Gilbert Hake (DWD), Cindy Hufstedler (DHSS), Julie Gibson (DWD Director), Karen Dowdy (Ozark WIB) Sue Seig (DWD), Anita Henry (DWD), Gene Gorden (St. Louis County WIB)

A. Call to Order

Meeting was called to order at 10:08a.m by Nia Ray, with an acknowledgement and welcoming of board and new board members.

B. Welcome/Introduction

After providing roll call, Ms. Ray advised the board they still do not have enough members to reach the business sector quorum, but getting closer to that goal and have received information from the Governor's Office in regards to appointments. Ms. Ray gave a brief overview of the last time the full board met, which was September of 2010 at the Governor's Conference and then discussed the orientation that occurred at the 2009 Governor's Conference. The 2009 Governor's Conference hosted a panel of State Board Chairs and State Board Directors from across the country that discussed issues and obstacles they had faced as a state board and how they became successful. Ms. Ray said this meeting will cover orientation for the new board members, a refresher for others, and focus on how to become more engaged as a board and how to move forward with the strategic plan. Ms. Ray then introduced speaker, Tim Aldinger, a consultant for the National Association of Workforce Boards. Mr. Aldinger greeted the board and gave a little background information on himself. Mr. Aldinger had members in the room introduce themselves and articulate what they thought was important to make the effort between community and business more effective.

Mr. Aldinger then talked about the goals and structure that will be discussed today and how to make it work together.

C. National/State Updates

- Mr. Aldinger gave a brief overview of issues happening in Washington, D.C. He discussed the recently introduced HR1. He advised the membership to look at the Workforce Investment Works website to see how other State boards are structured and to read about their success stories.
- DWD Director Gibson addressed the board and provided DWD updates. The budget for the state of Missouri is in flux and people are awaiting the outcomes of legislative decisions. Ms. Gibson informed the board of the few legislative updates on DWD
 - ***Compete Missouri***- the initiative combines current state training programs into one (1) program so the training will be more accessible. Community Colleges and many of our Business partners have been huge supporters of aligning our Economic Development training programs. Funding for the program is still being worked out. Outside of this bill there really is not much happening in the legislation regarding training.
 - DWD is continuing with the Next Generation Career Centers which began on July 1 and is coming into its first year. All customers who come into the Career Centers get an assessment of their skills and then put into a category, e.g., WIA dislocated worker, regular customer, or just need assistance. Everyone is co-enrolled in the WIA programs so funding can be taken advantage of and everyone will receive the benefits. Currently the career centers include skills and job teams that work with customers to better evaluate their skill sets to determine if they are job ready. In July Ms. Gibson would like to give a presentation of how this initiative has helped/changed customers over the year this program began. Only other state that is ahead of Missouri in number of customers in programs is New York. Processes have really changed due to DOLIR providing DWD a waiver on paperwork which made everything more streamlined. Improvement initiative is focused around Business Services and how we can better serve customers and make them aware of what we are doing as far as assessing everyone's skill levels and focusing on National Career Readiness Certificates (NCRC) which really embedded the WorkKeys used in the Career Centers.
 - Molly Tallarico talked about the NCRC program and how it is going to connect skilled workers with businesses. This program is going to be vital to our state. This program has been around since 2003 but never gained traction or have the employer support it needed to really take off. American College Testing (ACT) developed this program because they felt there was a real need for this economic tool that would translate the skills of the workforce to the businesses. The test is broken down into three parts: reading, applied mathematics, and locating information. The test is based on workplace document and workplace related solutions. A job seeker should be utilizing this because the higher the score received on this NCRC, the higher the income for their family or themselves. Test can be taken again to raise test

scores. This certificate will connect employers with workers who have certified skills and have a national certification which can be taken from state to state. Ms. Tallarico asked that businesses get on board by hiring individuals who have this certificate and that employers mention the NCRC in their literature.

Vice-Chair Gary encouraged every business to get involved with this program and seek out more information. Vice-Chair Gary did not ask for a formal vote but really would like everyone to really get involved with this opportunity and take it seriously.

D. What are the responsibilities of the MO State WIB?

Mr. Aldinger advised board that this may be a review for some since there is a mix of years of service from members.

- The Workforce Investment ACT became law in 1998 and has elements of what was discussed this morning. This ACT coordinates/consolidates employment training in the United States which created both a state and local workforce board and it lays out the matrixes, performance measures, and responsibilities of the board. The goal is to have alignment between business and community where both parties benefit from efforts made to properly train potential employees and businesses hire individuals who have undergone training from Career Centers.
- Ms. Ray talked about section 620.511-620.513 which sets the structure and gives us the terms of the board and funding of the WIA staff in respect to federal legislation. Mr. Aldinger advised board that Congress decides how much money will be allocated for the Workforce Investment Act. Mr. Aldinger explained that there are five titles of WIA, but will be focusing on Title I funding.
- With the resources at the local level, the local board is responsible for performance measures such as people entering employment, people staying employed, wages earned, and advancement in education and skills. They are tracked when an individual enters into the system by using their social security number and from there the local board negotiates with the State board and the State board negotiates with the Federal board. This is the basic framework for the local level.
- Nine (9) functions that help support the local level:
 1. Assist the Governor with the development of the State Plan
 2. Development and continuous improvement of statewide activities funded under WIA are carried out through a one-stop delivery system...that receives funds under the provisions of WIA.
 3. Assist the Governor in commenting at least annually on the measures taken pursuant to the Carl D. Perkins Career and Technical Education Improvement Act (Perkins Act).
 4. Designation of local areas as required under WIA.
 5. Development of allocation formula for the distribution of funds for adult employment and training activities and youth worker activities to local areas as permitted under WIA, continuous improvement of state performance measures
 6. Assist the Governor in the development and continuous improvement of comprehensive State performance measures including State adjusted

levels of performance to assess the effectiveness of the workforce investment activities in the State as required under WIA.

7. Assist the Governor in preparation of the annual workforce performance report to the Secretary of Labor as mandated under WIA.
 8. Assist the Governor in the development of the statewide employment statistics system described in the Wagner-Peyser Act of 1933.
 9. Assist the Governor in the development of an application for an incentive grant under WIA.
- Leadership responsibilities of the State board are to determine goals and objectives for the state by helping develop and reach out to the workforce. Also, to ensure employers and job seekers are aware of the resources available to them. As the economy changes the State needs to continuously change the ways they accommodate the workforce.
 - Sector Strategies in other states have been popular and effective in approaching workforce and economic development. Sector strategies identifies key cornerstone industries in your area that your economic base and community relies on and it also shows likely development and promise for the future. This type of strategy helps in understanding the needs of the community and working as a whole instead of working with certain individuals/businesses. Many states are extremely involved with sector strategy and actually provide some of their state funding for competitive bids to develop industry partnerships in local areas. Currently this type of strategy is not being used in Missouri due to a lack of support from business and understanding of WIA. Mr. Aldinger referred the board to look at a website put together by National Sectors Partnership and National Governors Association (NGA) which will give you success stories on sector strategies--what they are and how they work. Mr. Aldinger went on to discuss other things that State Boards are doing. For example, many states compile State of the Workforce Reports (MO did this in 2003-2004). Mr. Aldinger advised the importance of this report because it explains the data that most people aren't familiar with. It also describes work that is happening, current initiatives, and how to get involved. Some state boards also have a committee dedicated to communication; they discuss things that need to be done in the community.

E. Priorities for MO State WIB

- Gracia Backer presented an overview of the current UI workload. Extended benefits will end Saturday April 2, 2011, payments will end unless legislation is passed. A letter was sent out to all claimants but they aren't reading or understanding the information in the letter regarding benefits coming to an end.
- Director Kerr of Economic Development discussed the Strategic Initiative for Economic Growth that was developed by business and education leaders from across the state. Director Kerr went over the six target areas that the plan focuses on: advanced manufacturing, energy solutions, bioscience/biomedical, health services, information technology, and transportation logistics. He emphasized how critical this initiative is in preserving our young workforce here in Missouri.

F. Next Steps

Ms. Ray addressed Board advising them that this part of the meeting was to really assess the strategic plan in deciding what they want to do and possibly incorporate sector strategies and other programs if needed. She indicated MOWIB really needs feedback from the board in what they need and how the MOWIB staff can assist them in getting objectives and goals met. Ms. Ray said she did review the strategic plan and she feels there has been a decent job in working through it and assessing the goals, strategies, and actions. Most recent contribution to the plan is the alignment/implementation plan which is working toward a date to remove draft from the strategic plan. Ms. Ray gave a little bit of background on the strategic plan, how it evolved and that it was approved in 2008. Vice-Chair Gary asked that when the members of the board review the plan not be so quick to throw it out the window. Even though it was approved in 2008 and there have been changes, some items may need to be tweaked, the guts are still significant. Ms. Ray reminded board that each committee does have a Chair and they can have committee meetings at anytime. Vice-Chair Gary encouraged all committees to have meetings before the next board meeting in July, so come July they can kick off the meeting with a decision to either embrace the strategic plan or not and start taking some action instead of just talking. Ms. Ray said the staff of MOWIB is also available to help coordinate any meetings and assist in any way possible.

G. Adjourn

Vice-Chair Gary moved to adjourn at 1:30 p.m.

Approved:

Michael (Mike) Deggendorf
Board Chairman

Nia Ray
Executive Director